



Communications Recommendations for Associations

What's in it for you and your Lake Association

By participating in the survey your members can have their opinions heard and included in a report that goes to elected officials, OPP, lake associations and our website. This is a no cost way of getting broad input on many important lake issues. We will share these results with you and will be able to highlight any key differences in your specific region (if any).

Please help to make this another strong survey by promoting the survey to your membership.

Here are the steps to participate

Step 1 – Confirm your participation: Let Crystal (crystal@safequiet.ca) know you are on board and who in your organization will be our main contact for the communications outlined below.

Step 2 – Send a 'Heads up' to you members in your next eNews: Let your members know to look out for the survey emails by including a message in your next eNews and posting to your website. A sample message is included below.

Step 3 – Add the survey to your summer email calendar: We will launch the survey on May 20 and close it on July 12. We recommend standalone emails for the launch and the follow-up reminders. Three reminder emails are planned: 2 in June and one towards the close in July.

Step 4 – Send Invitations and Reminders to your Membership List: We will send you sample email text for you to forward close to each of the dates. Please send these within the recommended timelines in order to get the best response. Please copy [Crystal](#) on your communications to help with the tracking and analysis.

Step 5 – Share our survey messages on your socials: To ensure that we get a broad range of respondents we will conduct a media campaign to promote participation. We hope that all lake community members in our region will hear about the survey and participate.

Step 6 – Share the results: Safe Quiet Lakes will make the survey report available on its website later in the summer. We will send all participating Lake Associations a copy. This can be posted on your website and highlighted in your newsletters. We would be pleased to present these to your fall Board meeting or next summer's AGM.

We look forward to working with you on this important research project.

Sample Emails:

1) Sample Heads Up for your eNews

Our <lake association> is proud to be participating in the 2021 “Your Lakes – Your Views” survey with Safe Quiet Lakes. This is an important survey that gathers the experiences and opinions of all who use the waterways in the Muskoka and Georgian Bay regions.

Results of [their 2013 and 2017 Surveys](#) have been presented to Municipalities, Transport Canada, the OPP, boating organizations and many others to help communicate the interests and concerns of the users of our region’s lakes. These results have also been used by associations, like ours, to understand members’ concerns and plan programs.

Starting May 20th You will receive an invitation and reminder emails from with a link to the survey. We are encouraging all generations to complete the survey in order to ensure all opinions are heard. We look forward to sharing results with you later in the summer.

2) Sample Invitation to Your Membership List – this will be updated for 2021

Subject: Lake Activity Survey 2017 – Your Participation is important

From: Name of Association

Date: June 12th

Subject: Lake Activity Survey – Your Participation is important

Dear Association members:

*To better understand your interests, we are participating in an **important survey** on lake activities in partnership with Safe Quiet Lakes. We want to know the positives about activities on the water and the lake environment, and what, if anything, detracts from your enjoyment the lakes.*

We need to hear from everyone! We encourage you to complete the survey yourself and also to ***forward this email to all family members and others who use the lakes.***

Your responses are entirely confidential. Results will be tabulated by an expert research firm, ERIN Research Inc., and reported in aggregate form. No individual participant or their responses will be identified. Safe Quiet Lakes will distribute a summary of the report available to participating associations and on its website members. Results will also be shared with elected officials, the OPP, Transport Canada and local media.

Click this link to go to the survey:

<http://survey.erinresearch.com/TakeSurvey.aspx?SurveyID=86L0I68>

The survey will be available from Monday June 12th to Monday July 10th, 2017. Please complete this interesting survey now.

Thank you in advance for your participation and ongoing support.

Best regards,

xx, President

Note: If you have any difficulty accessing the survey, please email results@erinresearch.com and describe the problem.

3) Sample Reminder to Your Membership List – this will be updated for 2021

Subject: REMINDER - Lake Activity Survey – Your participation is important!

Dear (Member name),

This note is to remind you of the Lake Activity Survey, Your Lakes, Your Views, that we are conducting in association with several other cottagers associations.

Even if you do not wish to do the survey yourself, we still need your help!

Most people on our email list are in the senior generation of lake users. Please forward this email to all the younger members of your family and other young people (teens and older), so that they too have a voice in the survey.

With your assistance, the survey results will represent lake users of all ages. Click this link to go to the survey: <http://survey.erinresearch.com/TakeSurvey.aspx?SurveyID=86L0I68>

The survey ends Monday July 10.

Your responses are entirely confidential. Results will be tabulated by an expert research firm, ERIN Research Inc., and reported in aggregate form. No individual participant or their responses will be identified.

Safe Quiet Lakes will distribute the report to participating associations. Results will also be shared with elected officials, the OPP, Transport Canada and local media.

Thank you in advance for your participation and ongoing support. Best regards,

Name of President, Name of Association